



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Re Patent Application of:  
David W. Roth

Application No.: 09/372,416

Group Art Unit: 2177

Filed: August 11, 1999

Examiner: Huynh, Thu V.

For: System and method for real-time bidding for  
Internet advertising space

Please

"DO NOT ENTER"

/TH/

2/16/2012

**REPLY TO FINAL OFFICE ACTION**  
**MAILED OCTOBER 18, 2011**

**Mail Stop AF**

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

Dear Sir:

This is a Reply to the final Office Action ("Office Action") mailed on October 18, 2011.

**Amendment to the Claims** begins on page 3

**Remarks / Argument** begins on page 12